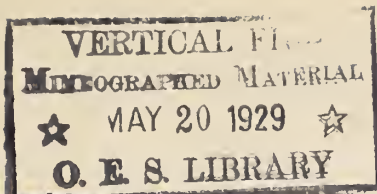


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EXTENSION SERVICE 31

OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

"RECORDS AN ESSENTIAL PART OF RESULT DEMONSTRATIONS,"
SAYS SOUTH CAROLINA EXTENSION DIRECTOR.

The importance of keeping records of result demonstrations was emphasized by Director W. W. Long, of South Carolina, in his last annual report. Director Long stated, "The greatest single step in increasing the efficiency and value of extension work has been taken during the past year. This step was the requiring of the project leaders, specialists, and agents, that every demonstration be first carefully outlined, be concise, definite in method and object, and be supported by a record of costs and profit or loss. The records were to be kept by the demonstrator with the assistance of the extension worker. As the result the service now has invaluable farmers' records on every phase of agriculture and every extension worker from the newest assistant county agent to the president of the college now is absolutely convinced of the value of record keeping.

"In order to obtain the farmers' viewpoint of record keeping the director sent a letter to 500 farmers, chosen at random from the project leaders' lists of demonstrators.

"Approximately 400 replies were received. Only one farmer's reply was unfavorable to record keeping, and he gave no reasons for his attitude. The following are extracts from a typical reply:

"I wish to commend you and your splendid force for starting this kind of work, for there is nothing that will mean so much to farmers and cost so little as record keeping. It has been the best investment I have made of either time or money this year. As an illustration I might mention my 5 acre cotton-contest plot. In spite of a combination of setbacks and most adverse weather conditions, this plot paid more per acre than any cotton grown on the farm, and in addition the land was left in a much better condition than it was.

"I would like to make a suggestion that you get out a simple form for keeping records and send it to a few farmers. The average farmer thinks one must have a thorough knowledge of bookkeeping in order to keep farm records. If he knew how simple and easy it could be done in such a short time, I am sure many more would keep records and learn which crops are really paying.

(Over)

'I shall keep more records next year than ever before, for I have learned from what I have kept this year that we often misjudge as to our best-paying crops. By studying these records we can see very plainly where we could turn loss into profit by the use of improved implements.'

"As one direct result of this record keeping and the ability to produce the facts as to profit or loss on demonstrations, not a single county in that section of South Carolina where agriculture suffered the greatest loss in its history due to storms and excessive rainfall, has failed to make an appropriation for county agent work for 1929."

Original distribution to all directors, State leaders, and county extension agents.